# career Summary and key accomplishments

* Dynamic and result-driven professional with over 6 years of experience in corporate communications and been pivotal in helping the organization to develop communication strategies positively impacting the brand .
* A highly organized and effective project manager who has directed an array of employer branding activities which encompasses strategy, planning, copy writing and production of collateral.
* A tech-savvy and strategic communications leader possessing exceptional writing and editing skills and well-versed in a range of communication solutions.
* Increased new employee satisfaction by 92% through an effective orientation program enhancing the organization's brand, highlighting the corporate culture etc.
* Increased engagement levels of employees by 80% through internal programs and company events.

# Current Employer

| **Name** | **Designation**  | **Department** | **Employment Period** |
| --- | --- | --- | --- |
| AGS Health Pvt. Ltd | Team Lead | Branding and Corporate Communications | From July 2014  |

# Previous Employers

| **Name** | **Designation** | **Department** | **Employment Period** |
| --- | --- | --- | --- |
| IAEME (International Association for Engineering and Management Education)  | Freelancer - Content Writing | Content Management | Jan 2013- June 2014 |
| Michelin Tamilnadu Tyres Pvt. Ltd | Executive – Site Communications | Corporate Communications  | Nov 2011 - Nov 2012 |
| Allsec Technologies Ltd. | Senior Officer | Corporate Communications | Jul 2010 - Oct 2011 |
| HCL Technologies | Executive | Internal Communications | Nov 2007– Jul 2009 |
| Planman Consulting Pvt. Ltd | Executive | Client Servicing | April 2007 - Nov 2007 |

# Performance goals and objectives

|  |  |  |
| --- | --- | --- |
| Zero to 4 months | 4 to 8 months | 8 - 12 months |
| Employer Branding |
| * Become familiar with business goals and analysed the target audience
* Researched on the market trends in employer branding suitable for the business
* Organized and coordinated all internal employee events periodically along with the employee engagement team
* Strategized for the organization’s campus recruitment program
* Collaborated with journalists for spokesperson profiling, industry articles etc.
 | * Generated and executed new ideas for company’s social media pages
* Managed the new hire orientation program internally and foreran the initiative
* Managed creative development and production of conference/ event materials such as promotional materials, flyers etc.
* Arranged public appearances, lectures, contests, or exhibits for clients to increase product and service awareness and to promote goodwill
 | * Liaison as primary account manager between top management and other departments to synthesize the business requirements into high-end deliverables
* Developed and implemented a consistent marketing communications plan that helped in establishing brand identity
* Extensive industry networking to identify high impact branding opportunities
 |

# Internal Communications (Proactive and Reactive)

|  |  |  |
| --- | --- | --- |
| * Successful establishment of contact with customer/ vendor(s)
* Initiated, promoted and encouraged effective internal and external communications strategies
* Flawlessly executed on a steady cadence of internal communications programs
* Used in internal communication tools such as an intranet (Sharepoint), town-halls, webcast, dipstick survey, PR, PowerPoint presentations, webinars at the maximum for workplace communications
 | * Managed, edited and developed intranet portals with the help of the tech team for better employee communications
* Streamlined documents, SOPs and policy guidelines for better internal communications
* Produced and developed multimedia communications including power point, webcasts, AV films and other media technologies
* Managed and conducted all internal events for celebrating company milestones etc.
 | * Provided expert internal communications counsel to senior leaders within the organization
* Incorporated new trends and best practices of the industry in the company’s internal programs to keep in pace with the relevant content and timely approach
* Designed and coordinated a self-learning and interactive session with the top management on thought leadership
* Measured and evaluated communications efforts and continuously improved processes as necessary
 |

# Content development

|  |  |  |
| --- | --- | --- |
| * Familiarizing with the content flow and channels of communication of the organization
* Copy writing and proofreading of internal communication emails, posters, memos etc.
* Collated content and create a new content ever quarter for internal newsletters
 | * Served as editor for the internal company magazine periodically
* Worked with Director, communications to develop editorial calendars
* Prepared speech for the CEO to project him/ her as a thought leader and strengthen the value of the client and the company
* Wrote creative briefs and worked with designers to translate business requirement into employee friendly communication content
 | * Highlighted the key notifications of the company’s milestones to its stakeholders
* Suggested the necessary information or content to be presented to the employees internally
* Scheduled calendar of events for the next consecutive financial year
 |
| Skills and Core competencies |
| * Strategic and tactical planning
* Corporate branding
* Team Leadership/Management
* Marketing internal campaigns
* Writing/ Editing
* Social media communications
* Employee engagement
 |

# Qualification

|  |  |  |
| --- | --- | --- |
| Formal Education | Training / courses  | Languages Known |
| * Bachelor of Arts in Journalism from M.O.P. Vaishnav College – 2007
* Masters of Arts in Mass Communications from Alagappa University – 2014
* PG Diploma in Advertising and Public Relations from Madurai Kamaraj University - 2016
 | * Have been an official Toastmaster office bearer for two years
* Training program on marketing communications from Coursera
* Training program on internal branding from Michelin
 | * French: Read & Speak (Beginner)
* English: Read, Write & Speak (proficient)
* Hindi: Read, Write & Speak (proficient)
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